

MEDIA KIT

Providing a comprehensive solution to your digital marketing programs for more than two decades!



Find The Travelers That Are Trying To Find You.

Be a part of a great travel resource that works to drive traffic, cultivate qualified leads and bring visitors to you. Have your message be seen by more than 1 million travelers on TourTexas.com.



Average Annual TourTexas Website Statistics

2017

SESSIONS

1,847,887

PAGE VIEWS

6,798,175

2017 Statistics

↑ 47%
GROWTH
Sessions

↑ 53%
GROWTH
Users

↑ 32%
GROWTH
Pageviews

↑ 13%
GROWTH
Millennial Users

2017 Audience Overview



66%

Traffic From Texas and Feeder States



3.68

Pageviews Per Session



11:30

Session Duration



76%

Traffic From Organic Searches

Over the last decade alone, more than 10 million visitors have viewed more than 60 million pages and generated more than four million requests for Texas Travel Literature. This translates to a powerful impact of an estimated **\$192 million** on the Texas economy.

In 2015, we launched the new TourTexas.com to celebrate 20 years of driving visitors to Texas and guiding them to the best destinations, events, accommodations, and attractions.

TourTexas provides a **comprehensive solution** in support of your digital marketing program. In addition to referrals from postal leads and downloads of your travel brochures, TourTexas offers:

- SEO-Rich Content
- Links to **your** website
- Video Views
- Custom Slideshows
- Referrals to **your** Social Media Pages
- Links to **your** newsletter sign-up page
- Links to **your** app
- Links to **your** online ticket purchasing tools
- Links to **your** booking tools
- Display Advertising
- Unlimited Event Listings

TourTexas consolidates all of your traveler-focused messaging into one compelling package, reaching an audience that is already looking specifically for Texas travel information.

Become a part of TourTexas.com, Texas' top independent travel resource. Talk to your Account Executive or call us at 713.942.7676.

TOUR TEXAS FREE
 Explore Texas Things To Do Places to Stay Maps Contest Order Brochures

Frio River
 Take me there

Explore Texas
 Are you planning your next Texas vacation? Then you've just hit the jackpot. Welcome to Tour Texas, your ultimate source for free Texas tourism information. We have everything you need to know about the most popular Texas destinations, attractions, festivals, and events. Watch our Texas travel videos, enter our contests, request a Texas travel brochure, and use our maps to find your next adventure. Texas is a big place. But with Tour Texas, you won't miss a thing.

Trending In Texas
 50 FREE THINGS TO DO IN DALLAS
 Dallas, Texas
 CINCO DE MAYO IN HUNTSVILLE - MAY
 Huntsville, Texas
 BAY AREA HOUSTON
 Seabrook, Texas

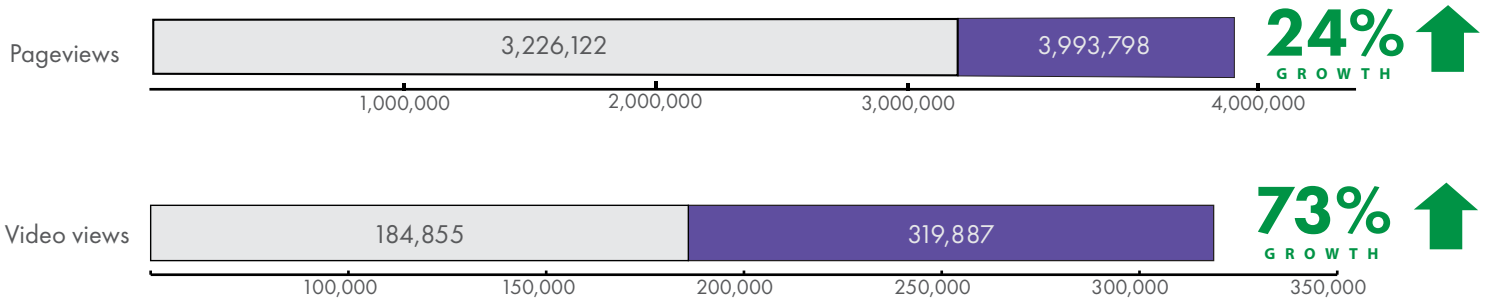
Featured Video
 Denton, Texas

HUNTSVILLE
 Springtime Fun!
 Sam Houston's Birthday
 County Fair & Rodeo
 Airing of the Quilts
 Museums
 Folk Festival
 And More!
 800.289.0389
 huntsvilletexas.com
 Huntsville is the Home of Sam Houston

SPOTLIGHT TEXAS
Brenham
 From fields of vibrant bluebonnet flowers to chilled scoops of Blue Bell ice cream, much of what defines Texas can be found in Brenham and Washington County.
 View Video
 Order Brochure
 More Information

Client Content/User Engagement Statistics

2017



Total Reach

2017



Actions Triggered

2017

OUT OF OUR
1,331,445
SITE USERS



259,844
requests



319,887
views



200,123
engagements

Visitor Guide Requests

Average economic injection for each Visitor Guide sent out is **\$48***.
In the last year, TourTexas.com facilitated **259,844** Visitor Guide Requests.

ECONOMIC IMPACT OF THOSE REQUESTS = \$12,472,512

* Source: Western Association of Convention & Visitor Bureau's Economic Impact of Visitor Guide Requests 2014



ALL INCLUSIVE CONTENT PLAN

It has never been easier to market your destination to potential Texas travelers. Our all-inclusive content plan combines content, referrals to your site and social media accounts, and leads from postal requests and PDF downloads to provide a comprehensive solution to your digital marketing needs.

INCLUDES

All-Inclusive Content Plan Rate - \$3,145

- ★ 4 SEO-rich content pages – written by us and approved by **you**
- ★ Postal Leads*: generated from specific requests for **your** brochure to include: name, address, email
- ★ **Your** downloadable PDF brochure/guide
- ★ Leads generated from postal requests and downloads of **your** PDF guide emailed weekly and/or accessed by you 24/7.
- ★ Links to download **your** app
- ★ Links to **your** Booking & Ticketing pages
- ★ **Your** images displayed in an extensive slideshow
- ★ **Your** video – via a link to your own Youtube video (if available)
- ★ Link to **your** newsletter sign-up page
- ★ Links to **your** website
- ★ Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance – that can be accessed by you 24/7
- ★ Upload all of **your** events in a single excel file or XML feed

TOUR TEXAS



We Provide Deeper Engagement With Your Social Media

TourTexas.com links directly to **your** social media!



* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.





EVENTS & ATTRACTIONS

With OVER ONE MILLION VISITORS and NEARLY SIX MILLION PAGE VISITS each year, TourTexas.com continues to provide extensive digital engagement to more Texas attractions and events than any other independent website in the country.

INCLUDES

Events & Attractions Plan Rate - \$879

- ★ 2 SEO-rich content pages – written by us and approved by **you**
- ★ **Your** downloadable PDF brochure/guide
- ★ **Your** video – via a link to your own Youtube video (if available)
- ★ Link to **your** newsletter sign-up page
- ★ Links to **your** website
- ★ Link to **your** ticketing page
- ★ Links to download **your** app
- ★ **Your** images displayed in an extensive slideshow
- ★ Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance accessed by you 24/7
- ★ Leads generated from **your** PDF downloads of your guide to include: name, email & zip code
- ★ **Upgrade!** Add Postal Leads* – generated from specific requests for **your** brochure to include: name, address, and email - \$250



We Provide Deeper Engagement With Your Social Media

TourTexas.com links directly to **your** social media!



*Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.



ACCOMMODATIONS

Market your hotel or resort on the #1 Independent Texas Travel Website. When your content is part of TourTexas.com, travelers are able to immediately associate your accommodation as a quality option to consider for their next vacation.

INCLUDES

Accommodations Plan Rate - \$1,758



TEXAS HOTEL & LODGING ASSOCIATION MEMBER RATE - \$879



- ★ 2 SEO-rich content pages – written by us and approved by **you**
- ★ Links to **your** website
- ★ Link to **your** booking page
- ★ Link to **your** newsletter sign-up page
- ★ Links to download **your** app
- ★ Slideshow of **your** property images
- ★ Your video – via a link to **your** own YouTube video (if available)
- ★ **Your** downloadable PDF brochure
- ★ Leads generated from **your** PDF downloads of your guide to include: name, email & zip code
- ★ Postal Leads*: generated from specific requests for **your** brochure to include: name, address, email
- ★ THLA/aRes Travel Widget: located directly on the accommodations landing page
- ★ Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance that can be accessed by you 24/7



TourTexas.com links directly to your social media!



*Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.



RATES

TourTexas.com Average Annual Traffic
2017

Visits: 1,847,887 | Page views: 6,798,175

Rates		Hot & Happening Newsletter (100,000 monthly)	
Content Plan (Annually)	\$3,145	Exclusive Banner	\$825
Accommodations Plan (Annually)	\$879	Featured Event	\$495
Attractions/Events Plan (Annually)	\$879	Banners	
Homepage Placements		Homepage Med. Rectangle	50k Impressions \$550
Destination Spotlight	\$660	Half-Page	25k Impressions \$425
Featured Video	\$825	Leaderboard	100k Impressions \$425
eNewsletter (100,000 twice monthly)		Medium Rectangle	100k Impressions \$325
Exclusive Banner	\$825	Exclusive Contest Banner	\$850
Featured Spotlight	\$1,475	Map Sponsor	\$1,500
Featured Placement	\$900	Contest	\$1,600
Header Image	\$600		

Attract and Engage With More Texas Travelers

When your content is a part of TourTexas.com, not only are travelers able to immediately associate your destination, attraction, accommodation or event as a quality option to consider for their next vacation, but you have the ability to quickly engage with those who request information directly from you.

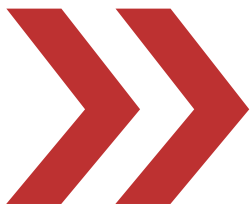
TourTexas.com provides advertisers with the opportunity to receive leads from opt-in travelers – including coveted email addresses.

Additional engagement includes click-thrus to your website and social media, sign-ups for your newsletter, page views of your content, views of your video and links to your booking and ticketing pages.



Web banners are sold in specific impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until the contracted number of impressions are delivered. Limit of 6 banners in each position may be purchased for each product/service in a 12-month period.





DESTINATION SPOTLIGHT

Set your destination apart from the crowd and focus your marketing efforts on the homepage of TourTexas.com. The Destination Spotlight has prime placement on the homepage and is limited to four participants monthly.

SPOTLIGHT TEXAS



Abilene

Abilene, Texas offers very beautiful crystal skies, friendly people, and a feel of the traditional heritage of the Old West with the advantages of a thriving contemporary city.

[View Video >](#)

[Order Brochure >](#)

[More Information >](#)



- ★ Prime placement on the TourTexas.com homepage
- ★ Also appears at the top of the Destinations landing page.
- ★ Limited to four participants monthly
- ★ Requires a TourTexas.com content plan
- ★ Participation is limited to four placements per organization annually
- ★ \$660 each



FEATURED VIDEO

Seeing is believing ... engage users instantly with your video in this high-impact position on the homepage of TourTexas.com. A limited number of positions available monthly.



- ★ Appears above the fold on the TourTexas.com homepage
- ★ Also appears at the top of the main Texas Travel Videos page
- ★ Limited to four participants monthly
- ★ Requires a TourTexas.com content plan
- ★ Participation is limited to four placements per organization annually
- ★ \$825 each



ENEWSLETTER

The TourTexas.com eNewsletter is sent to those who have opted in and requested information on Texas-based travel.

Broadcasts delivered to 100,000 Texas travelers twice monthly

Featured Spotlight

This exclusive position is the “main attraction” of each eNewsletter and includes 2 images, creative copy, logo and links.

Header Image

This purely editorial image is the first thing readers see when they open the newsletter, making it the perfect placement to highlight your destination or event.

Exclusive Banner

As the only advertising banner in each edition of the TourTexas.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

Featured Placement

This placement promotes your destination, event, offer, coupon or attraction.

Advertising Rates

Featured Spotlight	\$1,475
Header Image	\$600
Exclusive Banner	\$825
Featured Placement	\$900



WEB BANNERS

With a variety of creative sizes, banner advertising on TourTexas.com is an excellent option for keeping your brand top of mind on the #1 independent website for Texas travel. Site visitors, people with a higher propensity to travel to and within Texas, can be directed to the advertiser's content on TourTexas.com or to an alternate URL.

TOUR TEXAS

Explore Texas Things To Do Places to Stay Maps Contest Travel Guides

Corpus Christi

Take matters >

Explore Texas

Texas may be known for its cowboys and oil rigs, but there's much more to the state than meets the eye. In fact, there's so much to see and do in Texas it would take a lifetime to explore it all. Here at Tour Texas, we're as enamored by the Lone Star State as you are. We want to share that love with you. That's why we're offering one of the most comprehensive and up-to-date tourism information around. So saddle up partner, and get ready to explore Texas!

Trending in Texas

- FIFTY FREE Dallas, Texas
- TOP 10 THINGS TO DO Austin, Texas
- TOP 10 THINGS TO DO Amarillo, Texas
- DESTINATION BROCHURES

Featured Video
Gastropub, TX

TEXAS' FIRST RESORT for COASTAL LUXURY

HOTEL GALVEZ & SPA
A Southern Grand Hotel

Homepage
Medium Rectangle
300 x 250px

TOUR TEXAS

Explore Texas Things To Do Places to Stay Maps Contest Travel Guides

Destinations

E F G H I J K L M N O P Q R S T U V W X Y Z

Abilene

Abilene, Texas offers very beautiful crystal skies, friendly people, and a rich traditional heritage of the Old West with the advantages of a thriving contemporary city. Discover everything this quintessentially Texan town has to offer.

Addison

Addison offers more fun, more excitement, more to see and do per square mile than you ever thought possible. Whether you're planning a business trip, convention, vacation, or just a weekend on the town, Addison has it all!

Amarillo

Amarillo is the land of cowboys and cattle situated at the crossroads of America. Discover everything this quintessentially Texan town has to offer.

Arlington

With major attractions like Six Flags Over Texas amusement park, the nation's premier water park, and a major league baseball team, Arlington has something for everyone. And that's just the beginning. You'll also find plenty of shopping, dining, entertainment and nightlife. In Arlington, Texas, we promise something for everyone, and we deliver. Stay where the fun is - FUN CENTRAL - Arlington, Texas.

Half-Page
300x600px

Texas Regions

Half-Page
300x600px

Medium Rectangle
300 x 250px

Leaderboard
728x90px

Advertising Rates

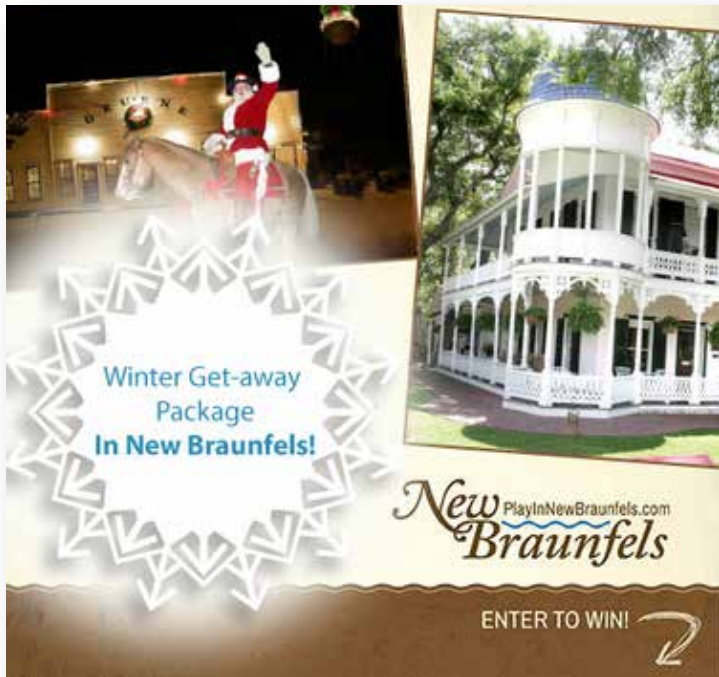
Homepage Med. Rectangle	50k Impressions	\$550
Half-Page	25k Impressions	\$425
Leaderboard	100k Impressions	\$425
Medium Rectangle	100k Impressions	\$325

Web banners are sold in specific impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until the contracted number of impressions are delivered. Limit of 6 banners in each position may be purchased for each product/service in a 12-month period.





CONTEST



Exclusive Contest | \$ 1,600

Each month, thousands of TourTexas.com visitors enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those visitors, but also all of the entrant information, including valuable email addresses. Additional exposure for the advertiser is received through a mention and link in the twice monthly eNewsletter.



Exclusive Contest Banner | \$ 850

- ★ One of the top 10 most visited sections of the site.
- ★ Appears to the right of the Exclusive Contest
- ★ Exclusive Placement: Limited to ONE participant monthly





EXCLUSIVE MAP SPONSOR

The Map Sponsor banner will appear on ALL individual map pages, both static and interactive. These are some of our top 10 most visited pages.



- ★ One of the top 10 most visited sections of the site.
- ★ Appears to the right of ALL individual map pages
- ★ Exclusive Placement: Limited to ONE participant monthly
- ★ \$1,500 each

Hot & HAPPENING



Market your special festival or event to Texas travelers. Sent once each month, the TourTexas.com **Hot & Happening** Email Update provides wide exposure and great value.

DESIGN SPECIFICATIONS:

Exclusive Banner

Size: Medium Rectangle
(300 x 250 pixels)
Format: .gif or .jpg
File Size: 50kb or less

Featured Event

Size: 1 Image (150 x 150 pixels)
Format: .gif or .jpg
File Size: 25kb or less
Copy: Up to 100 words and URL
(if available)



Advertising Rates

Exclusive Banner	\$ 825
Featured Event (Up to 7 per issue)	\$ 495

FREQUENCY: Sent the first Tuesday of each month

DISTRIBUTION: 100,000 travelers with an interest in Texas

EVENT AD SUBMISSION:

Submit all materials on or before the 15th of the month prior to the scheduled broadcast to <http://materials.thetoursites.com/>

Campaign Options

According to AdWeek, 3rd party sources garner more attention to and respect for your content. TourTexas.com has been serving as a trusted 3rd party source for decades to millions of travelers to Texas and is now proudly offering the "Native Texan" campaign to complement your digital marketing efforts.

THE NATIVE TEXAN CAMPAIGNS INCLUDE:

- 👁️ Guaranteed Article Views
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- 🔗 Expanded visibility on the TourTexas.com homepage (for new content)
- 📖 Inclusion in the TourTexas.com Articles library (for new content)
- 🎯 Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages

CAMPAIGN A: \$7050
Guaranteed 3,500 Article Views

Native Ad 1: Utilizes your Things to Do page on TourTexas.com

Native Ad 2: Linked to a custom SEO-rich article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourTexas.com and on your content pages

CAMPAIGN B: \$5150
Guaranteed 2,500 Article Views

Native Ad: Linked to a custom SEO-rich article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourTexas.com and on your content pages

CAMPAIGN C: \$3950
Guaranteed 2,500 Article Views

Native Ad: Utilizes your Top Things To Do page on TourTexas.com

Prefer a custom native campaign? Or one that links to your content on your own site? We can do that too!

📞 800.383.7677

🌐 AJRMediaGroup.com

✉️ Digital@AJRMediaGroup.com

TOUR  TEXAS



TOUR TEXAS

CONTACT US TODAY!



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