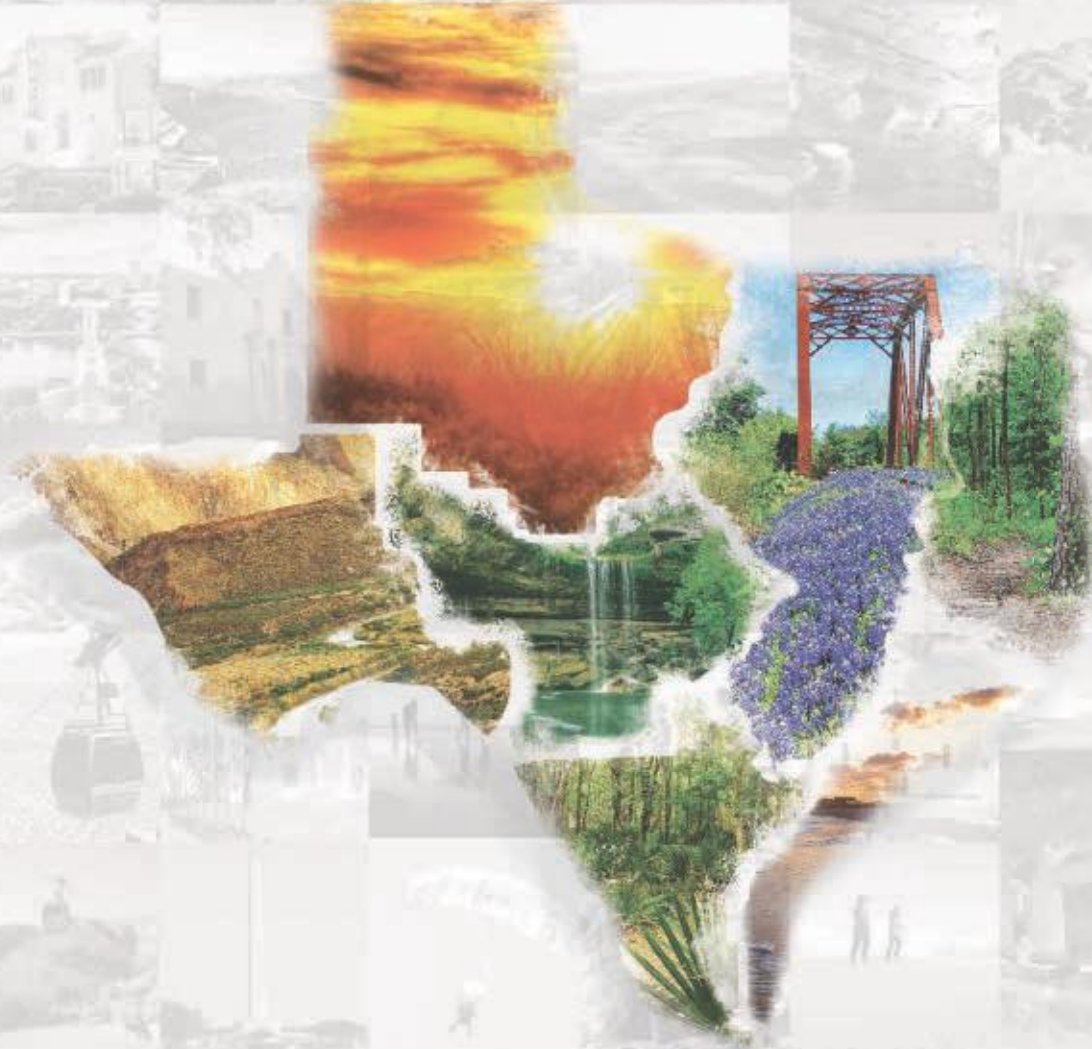


TOUR **TEXAS**

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 2 million travelers on TourTexas.com.



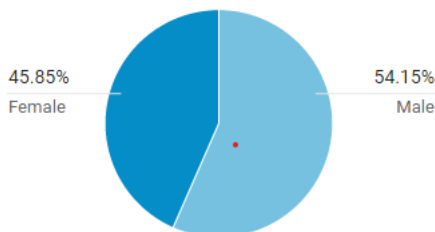
AVERAGE ANNUAL TOUR TEXAS WEBSITE STATISTICS

| | | |
|------|------------|-----------|
| 2023 | SESSIONS | 2,014,446 |
| | PAGE VIEWS | 7,923,043 |

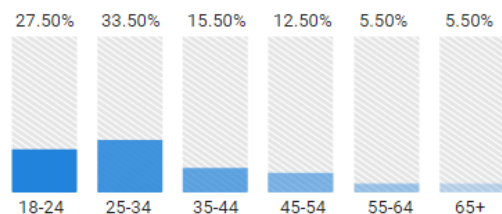
Audience Overview

- ➔ **62%** Traffic from Texas and Feeder States
- ➔ **76%** Traffic from Organic Searches
- ➔ **10:43** Average Time on Site
- ➔ **16%** Direct Traffic

Gender 100% of total sessions



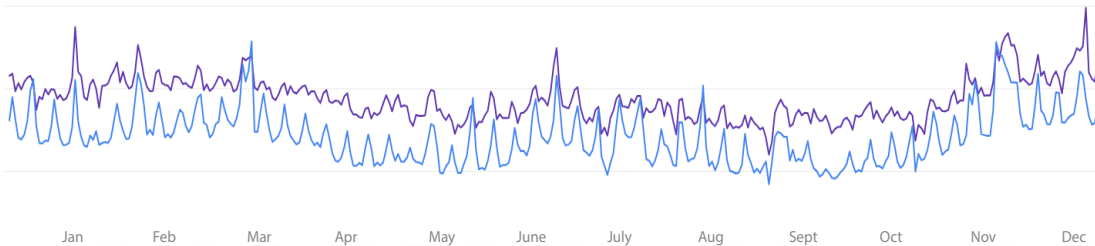
Age 100% of total sessions



Organic Search Results

2023

| Total clicks | Total impressions | Average CTR |
|--------------|-------------------|-------------|
| 1.04 M | 94.2 M | 1.2% |



CLIENT PAGEVIEWS

7,875,512



4:46

Average time on page

Links to TourTexas were clicked on more than 1 million times from organic search results

TourTexas content appeared more than 94 million times in search results

The average click-through rate is nearly double the benchmark for display ads

CLIENT CONTENT/USER ENGAGEMENT STATISTICS

Total Reach

2023



clicks to
CLIENT
Apps & Social

195,816



clicks to
CLIENT
Slideshow

17,726



clicks to
CLIENT
Ticketing & Book Now

61,908



clicks to
CLIENT
Website & Newsletter

40,109



total clicks from
CLIENT
Content

1,511,683

Actions Triggered

2023

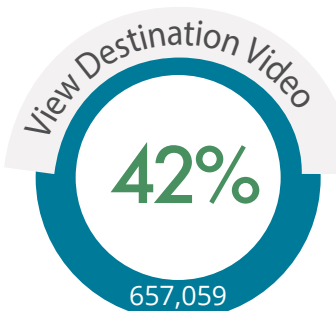
Out Of Our

1,565,332

Site Users



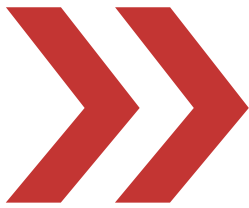
Guides Ordered



Videos Viewed



Secondary Content
Engagement



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

- ★ 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

All-Inclusive Content Plan Rate - \$4,476

Effective Nov 1, 2022

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 TWO MILLION VISITORS and NEARLY SEVEN 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

- ★ 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

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.



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

- ★ 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)



TEXAS HOTEL & LODGING
ASSOCIATION MEMBER RATE - **\$923**

Accommodations Plan Rate - \$1,242

Effective Nov 1, 2022

- ★ **Your** downloadable PDF brochure/guide
- ★ 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

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.



RATES

TourTexas.com Average Annual Traffic 2022

Sessions: 2,274,608 | Page views: 7,627,781

| | | | |
|------------------------------------|---|--|----------------|
| Content Plan (Annually) | Effective Nov 1, 2022 \$4,476 | Hot & Happening Newsletter (100,000 monthly) | |
| Accommodations Plan (Annually) | Effective Nov 1, 2022 \$1,242 | Exclusive Banner | \$900 |
| Attractions/Events Plan (Annually) | Effective Nov 1, 2022 \$1,242 | Featured Event | \$770 |
| Homepage Placements | | Standard Event | \$595 |
| Destination Spotlight | \$726 | Social Promotion | \$1,200 |
| Featured Video | \$927 | eNewsletter (100,000 twice monthly) | |
| Banners | | Exclusive Banner | \$900 |
| Homepage Med. Rectangle | 25k Impressions \$605 | Featured Spotlight | \$1,620 |
| Half-Page | 25k Impressions \$475 | Featured Placement | \$990 |
| Leaderboard | 25k Impressions \$475 | Header Image | \$725 |
| Map Sponsor | \$1,600 | Texas Road Trips eNewsletter 100k once monthly | \$495 |
| App Sponsor (per quarter) | \$1,500 | Audience Acquisition Targeting | \$5,000 |
| Contest PLUS Banner | \$2,750 | Newsletter Targeting | \$2,050 |



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

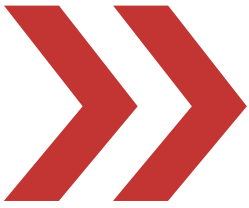
Lubbock

Travel deep into the plains of West Texas to visit Lubbock, a dynamic city with a fascinating arts scene and some of the best wineries in the state

[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
- ★ **\$726 each monthly**





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
- ★ **\$927 each monthly**

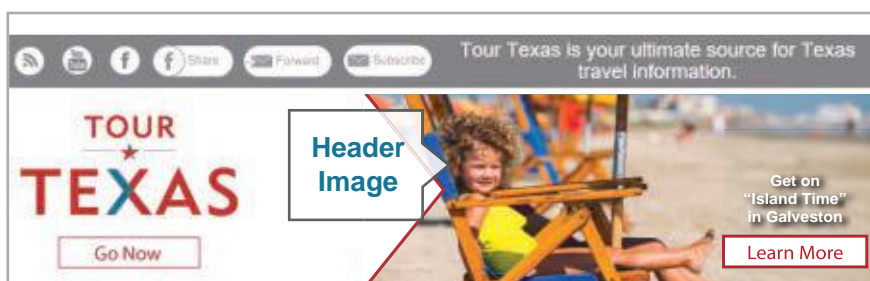




E NEWSLETTER

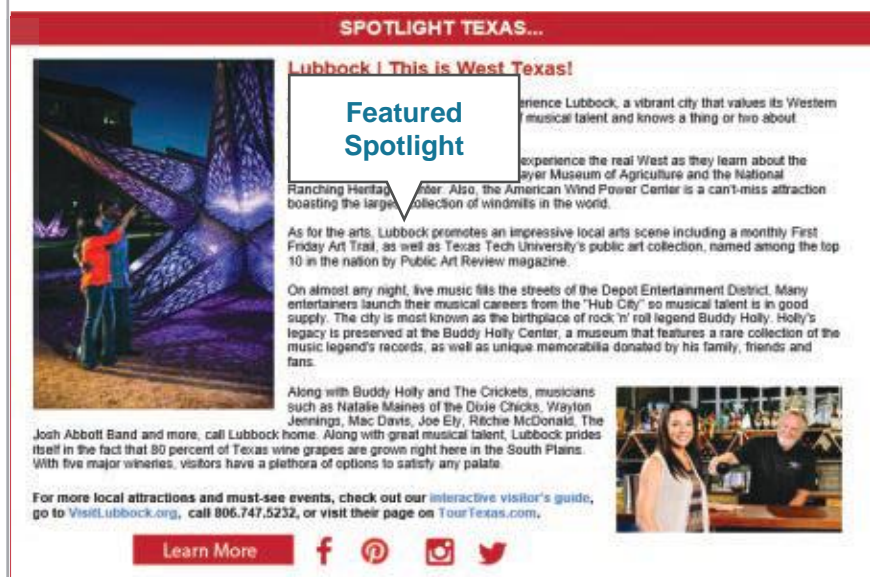
The TourTexas.com eNewsletter is sent to those who have opted in and requested information on Texas-based travel.

Broadcasts delivered to 100,000 Texas travelers twice monthly



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.



FEATURED SPOTLIGHT

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

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.



[Learn More](#)

[Enter Contest](#)



Advertising Rates

| | |
|--------------------|---------|
| Header Image | \$725 |
| Featured Spotlight | \$1,620 |
| Exclusive Banner | \$900 |
| Featured Placement | \$990 |



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 me there >

Explore Texas

Texas may be known for its cowboys and oil rigs, but there's much more to it. In fact, there's so much to see and do in Texas it would take a lifetime to experience it all. Here at Tour Texas, we're as enamored by the Lone Star State as you are. That's why we're offering one of the most comprehensive 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
Denton, TX

TEXAS' FIRST RESORT for COASTAL LUXURY

HOTEL GALVEZ & SPA
A Raritan Hotel

**Homepage
Medium Rectangle
300 x 250px**

Advertising Rates

| | | |
|-------------------------|-----------------|-------|
| Homepage Med. Rectangle | 25k Impressions | \$605 |
| Half-Page | 25k Impressions | \$475 |
| Leaderboard | 25k Impressions | \$475 |

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.

TOUR TEXAS

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

Destinations

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ablene

Ablene, Texas offers very beautiful crystal skies, friendly people, and a rich regional heritage of the Old West with the advantages of a thriving center.

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!

Athens

Only 75 miles southeast of Dallas/Fort Worth, Athens, Texas combines the charm of a small southern town with many amenities offered by larger cities. With its rolling hills, lakes and streams, Athens is a favorite getaway for picnics, country walks, fishing, boating, antiquing, or just plain relaxing.

Bandera

Cosmopolitan Capital of the World. Situated in one of the naturally beautiful areas of Texas, Bandera County beckons visitors to share a taste of the Old West set against a backdrop of the spectacular scenery of the Texas Hill Country.

Bay Area Houston

Explore outer space. Gulf Coast sunset in the perfect.

**Half-Page
300x600px &
*300x250px**

**Leaderboard
728x90px &
*320x 50px**

Texas Regions

- North Central District
- South Central District
- East Texas District
- West Texas District
- South Texas District
- North Texas District
- Central Texas District
- Southwest Texas District
- West Texas District

Texas Videos

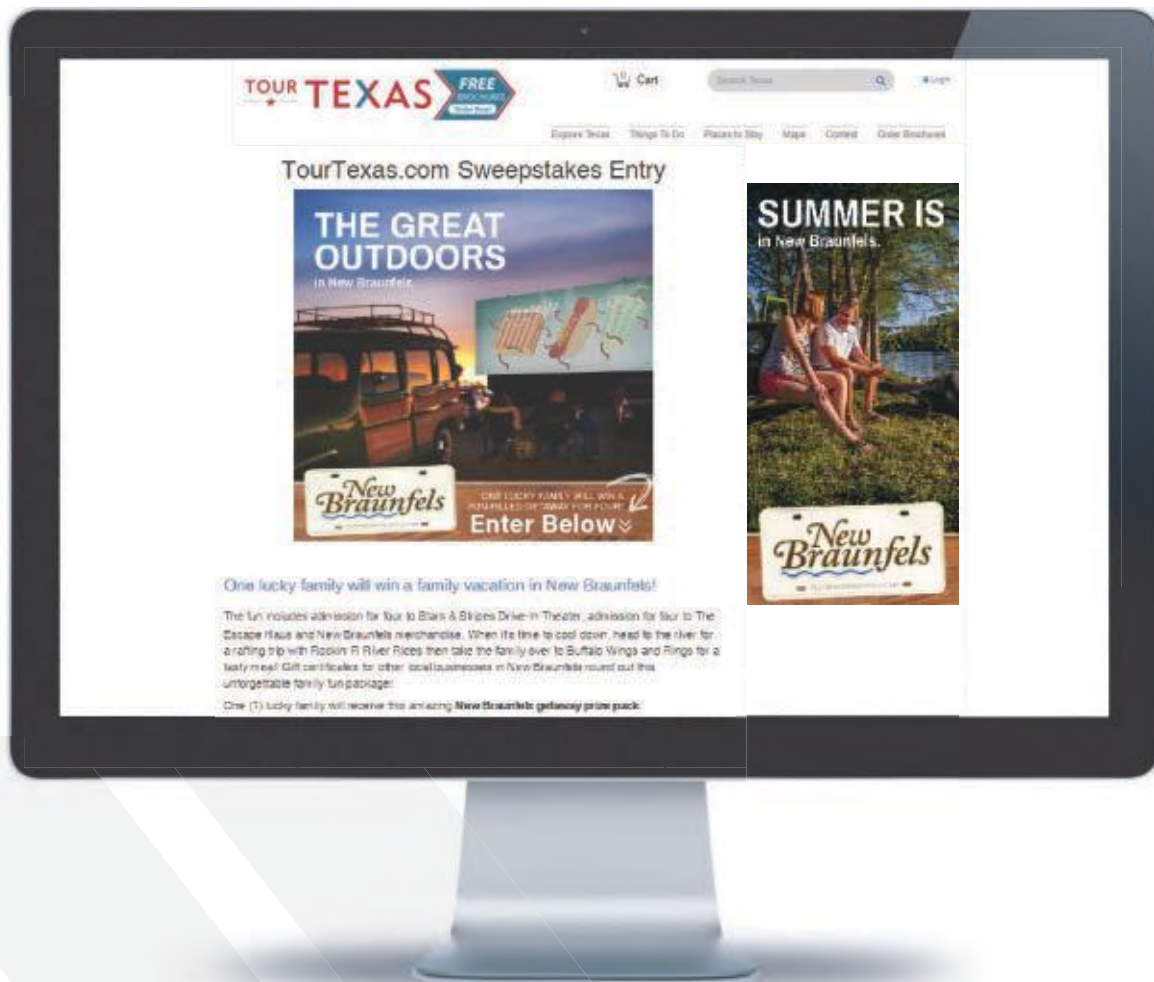
View All Videos >

12 AWESOME THINGS TO DO IN TEXAS IN 2017 [view now](#)



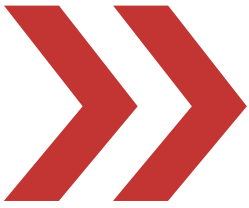
EXCLUSIVE CONTEST PLUS BANNER

Each month, thousands of TourTexas.com visitors enter the exclusive contest.



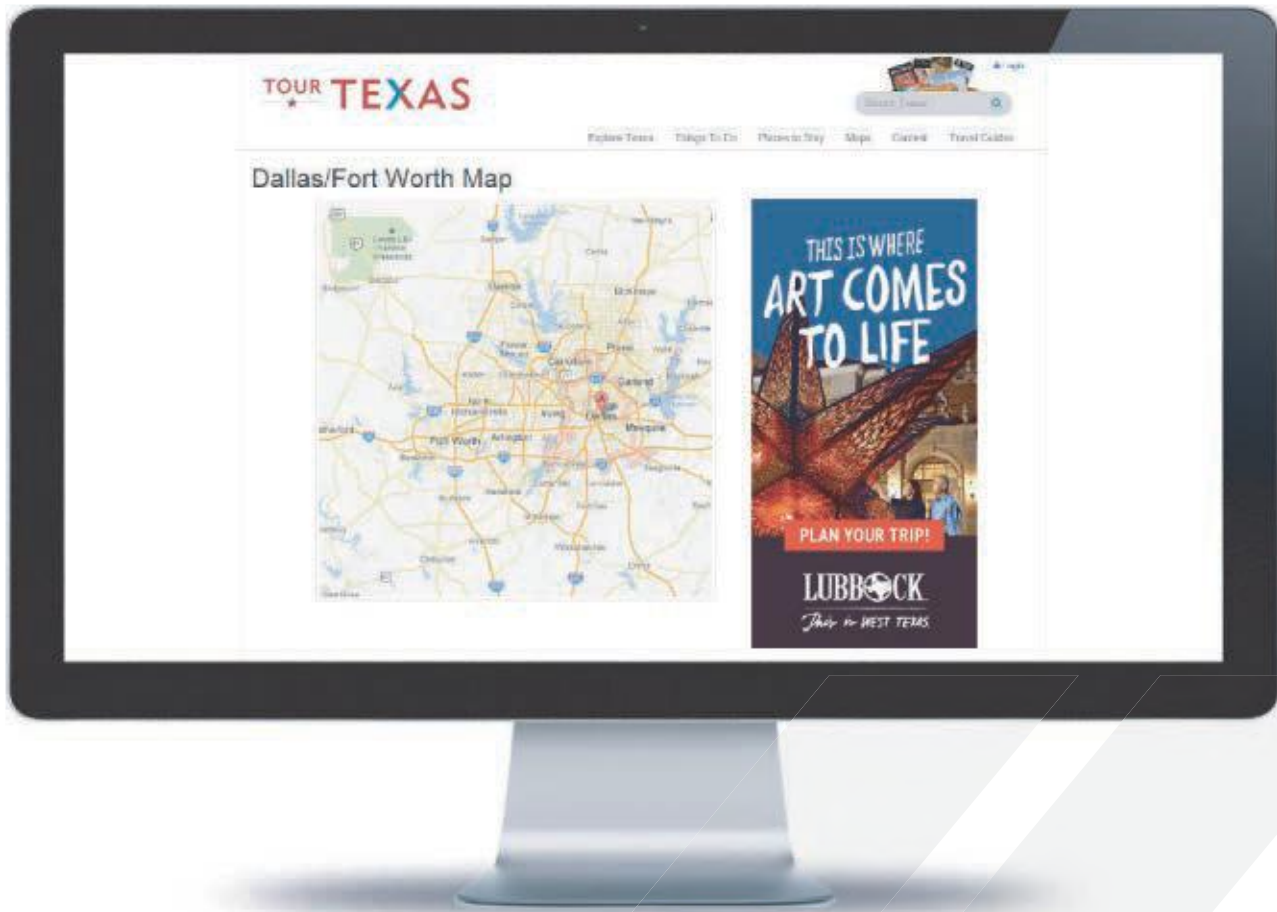
The advertiser featured in the contest receives:

- ★ High - value exposure to those visitors
- ★ Entrant lead information including email addresses
- ★ Placement in each eNewsletter (200,000 sends per month)
- ★ **\$2,750 each 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.
- ★ Exclusive Placement: Limited to ONE participant monthly
- ★ Appears to the right of ALL individual map pages
- ★ **\$1,600 each monthly**



EXCLUSIVE APP SPONSOR

The Tour Texas app sponsor is an exclusive placement with only your ads appearing in every section.



- ★ Client has full run of the app!
- ★ Exclusive Placement: Limited to ONE participant per quarter
- ★ **\$1,500 each quarterly**

Hot & HAPPENING



Exclusive Banner
728 X 90 px



Featured Event
300 X 250px

Standard Event
180 X 180 px

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
(728 x 90 pixels)
Format: .gif or .jpg
File Size: 25kb or less

STANDARD EVENT SPECS

Size: 1 Image (180 x 180 pixels)
Format: .gif or .jpg
File Size: 25kb or less
Copy: Up to 100 words and URL

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 7th of the month prior to the scheduled broadcast to <https://materials.ajrmediagroup.com/>

Advertising Rates

| | |
|-------------------------------------|----------|
| Exclusive Banner | \$ 900 |
| Featured Event (Only 1 per issue) | \$ 770 |
| Standard Event (Up to 7 per issue) | \$ 595 |
| Social Promotion | \$ 1,200 |



Further promote your event with a corresponding [social media campaign](#), sponsored by TourTexas.com.

- ★ Requires the event to also appear in the H&H newsletter.
- ★ Social promotion can run before or after the newsletter is distributed.



TEXAS ROAD TRIPS ENEWSLETTER

In continuing our support of our Texas Travel Partners and to begin to encourage road trips across our great state, TourTexas has created a special on-going Texas Road Trips e-Newsletter, supported by a new Road Trips section where your newsletter content will live on TourTexas.com. Our first party data, opt-in audience is comprised of known Texas travel intenders and we are offering exclusive access to that audience via both the newsletter and on our site.

As of May 1, road trips are already nearly at February levels for trips of more than 250 miles (91.2%) and exceeding February levels for trips of at least 100 miles (up 6.1%).*



TourTexas site traffic is up 47% from 28 days ago and increased 23.7% in the past 7 days.

Time on site is over 8 minutes with Things to Do and summer travel content among the top searches.



- ★ Newsletter Reach: 100,000+
- ★ Limit: 8 advertisers
- ★ Bonus: Site Exposure of 2.3 million annual sessions
- ★ **\$495 each**

DESIGN SPECIFICATIONS:

TEXAS ROAD TRIPS ENEWS


- Size: 1 Image (350 x 260 pixels)
- Format: .gif or .jpg
- File Size: 25kb or less
- Copy: Up to 50 words
- Headline: 5 words (including city name)
- Link: Your URL for the provided call to action button

*Arrivalist



NEWSLETTER TARGETING

Utilizing email messaging, target the opt-in TourTexas.com audience, allowing you to speak directly to Texas travel intenders who have already actively requested information on visiting Texas.



FriscO

IT'S TIME ... LET'S **PLAY** AGAIN

FriscO, Texas is a place known for play. From sports and family fun, to shopping and arts and culture. Like everyone, we've been missing the thrill of travel, of connection, of exploring the new and experiencing the fun.

That's why we've been working hard to ensure that your return to Frisco will be both fun and safe.

So go ahead — start making your plans to visit. Frisco's shops, restaurants, hotels and attractions are ready to invite you back to our city.

Things may be a little different, but don't worry: Frisco is still here. Fun is still here.

And now that it's time ... let's play again!

PLAY in Frisco!

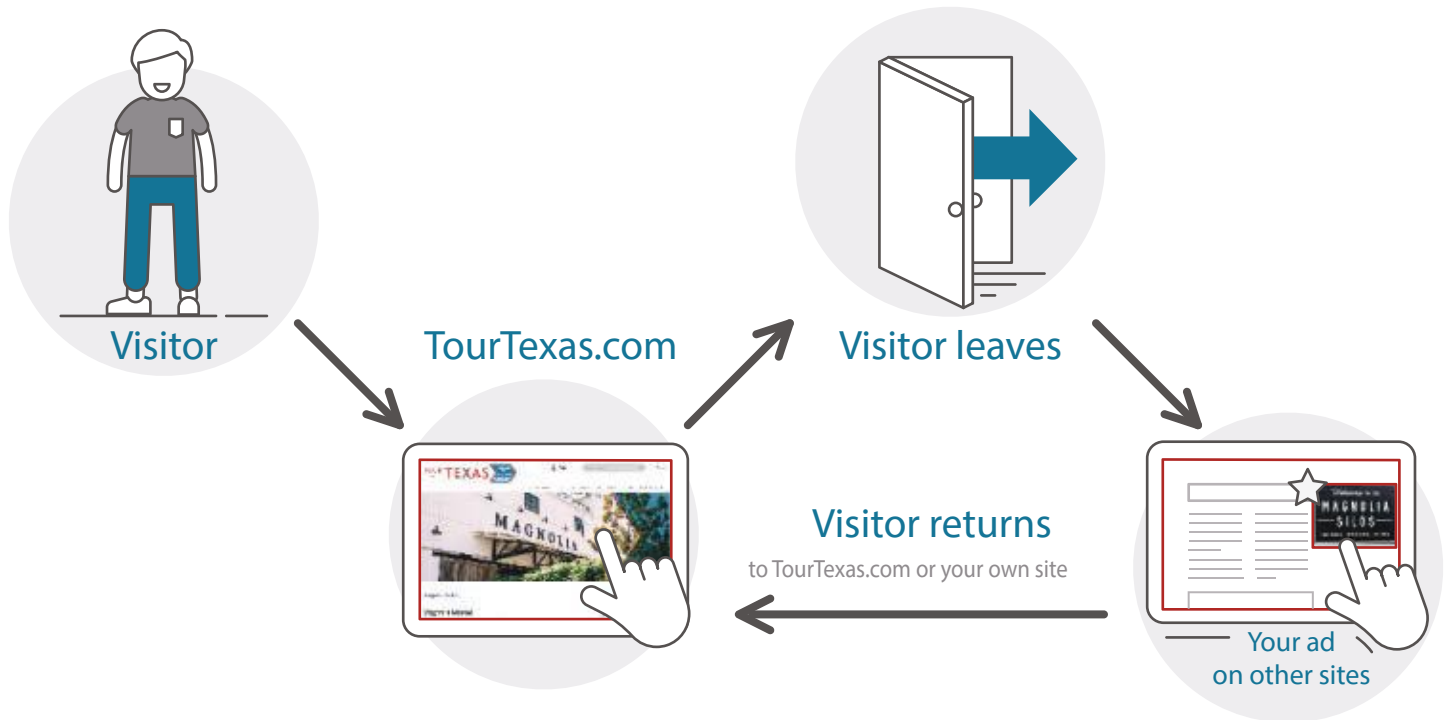
GET UPDATES AND MORE
Sign up for Frisco's newsletter to receive updates on events, attractions, restaurants and more.

- ★ Note the only way to directly retarget to our opt-in audience is through this program.
- ★ Only one client per month.
- ★ Includes all opt-ins for TourTexas from the prior two months.
- ★ List size is entirely dependent upon leads generated for the site from the prior two months.
- ★ **\$2,050 each**



AUDIENCE ACQUISITION TARGETING

Target look alike audiences and prospective visitors who have already visited TourTexas.com with a timely follow up message, promoting your destination.



- ★ You may link back to your content on TourTexas.com or to a landing page on your own site.
- ★ Note that the incredibly valuable TourTexas.com audience is not made available on the open exchange. The only way to directly retarget to our audience is through this program.
- ★ 2 clients only per month
- ★ **\$5000 per month minimum** (can be scaled up)



NATIVE TEXAN CAMPAIGN

TOUR TEXAS

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.

NATIVE TEXAN CAMPAIGNS INCLUDE:

- 👁️ Guaranteed 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



Native Ad

Guaranteed 2,500 article views \$5150

Linked to a custom
SEO-Rich article that will:

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

Already had a successful Native Texan article? Put your budget toward re-promoting your article that is already known to resonate with audiences.

\$3500 (Minimum)

2,300 Guaranteed article views

\$5,000

3,300 Guaranteed article views

\$7,500

5,000 Guaranteed article views

Contact Your Account Director or Call

(713) 942-7676

AJRMediaGroup.com

TOUR TEXAS



TOUR TEXAS

Contact Us Today!

AJRMediaGroup.com

713.942.7676

TourTexas@AJRMediaGroup.com

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Spring, Texas 77386