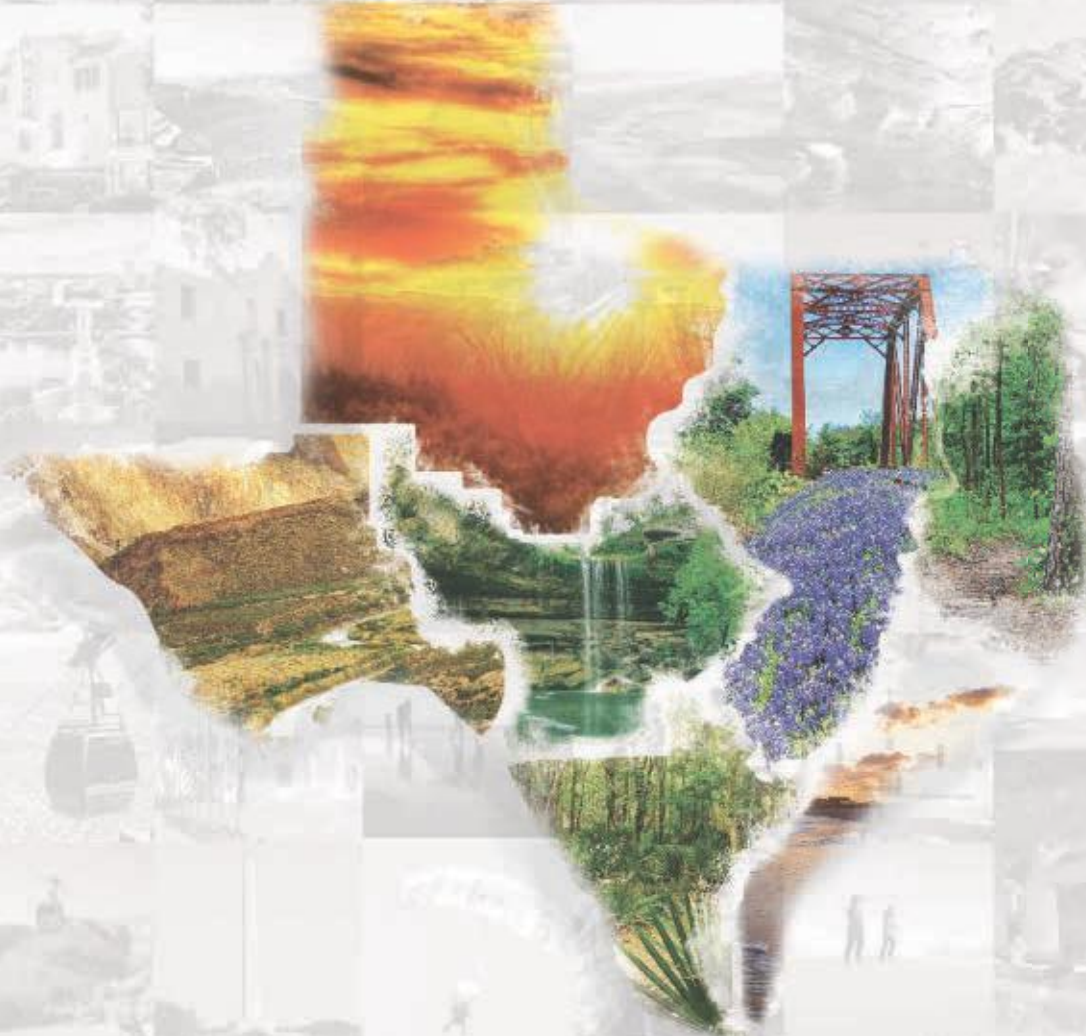


TOUR **TEXAS**

# 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
	PAGEVIEWS	7,923,043

### Audience Overview

- ➔ **62%** Traffic from Texas and Feeder States

---

- ➔ **76%** Traffic from Organic Searches

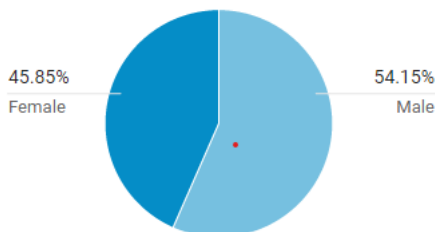
---

- ➔ **10:43** Average Time on Site

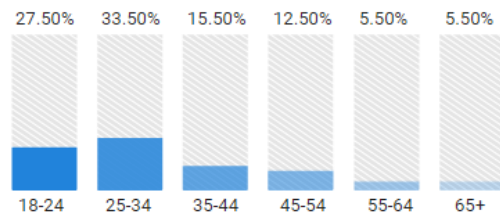
---

- ➔ **16%** Direct Traffic

**Gender** 100% of total sessions



**Age** 100% of total sessions



## Organic Search Results

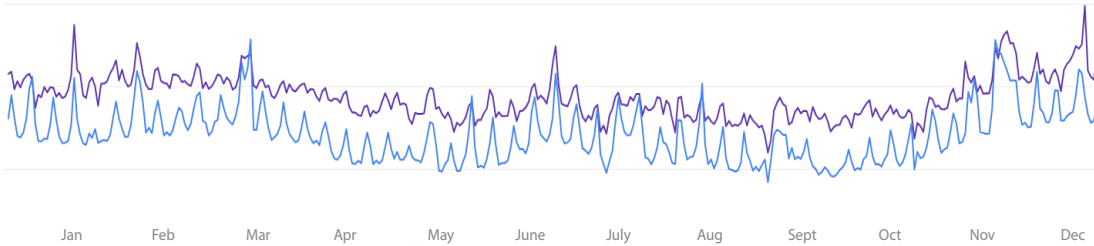
2023

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

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 PAGEVIEWS

# 7,875,512



# 4:46

Average time on page

## 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

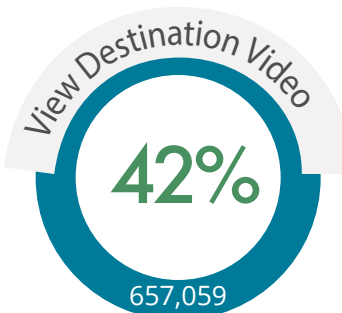
Out Of Our

# 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

## Events & Attractions Plan Rate - \$1,242

Effective Nov 1, 2022

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



## 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**





# 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

Tour Texas is your ultimate source for Texas travel information.

**Header Image**

Get on "Island Time" in Galveston

Learn More

## 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.

**SPOTLIGHT TEXAS...**

**Lubbock | This is West Texas!**

**Featured Spotlight**

Experience Lubbock, a vibrant city that values its Western musical talent and knows a thing or two about...  
 ...experience the real West as they learn about the...  
 ...layer Museum of Agriculture and the National...  
 ...Ranching Heritage. Also, the American Wind Power Center is a can't-miss attraction...  
 ...boasting the largest...  
 ...collection of windmills in the world.

As for the arts, Lubbock promotes an impressive local arts scene including a monthly First Friday Art Trail, as well as Texas Tech University's public art collection, named among the top 10 in the nation by Public Art Review magazine.

On almost any night, live music fills the streets of the Depot Entertainment District. Many entertainers launch their musical careers from the 'Hub City' so musical talent is in good supply. The city is most known as the birthplace of rock 'n' roll legend Buddy Holly. Holly's legacy is preserved at the Buddy Holly Center, a museum that features a rare collection of the music legend's records, as well as unique memorabilia donated by his family, friends and fans.

Along with Buddy Holly and The Crickets, musicians such as Natalie Maines of the Dixie Chicks, Waylon Jennings, Mac Davis, Joe Ely, Richie McDonald, The Josh Abbott Band and more, call Lubbock home. Along with great musical talent, Lubbock prides itself in the fact that 80 percent of Texas wine grapes are grown right here in the South Plains. With five major wineries, visitors have a plethora of options to satisfy any palate.

For more local attractions and must-see events, check out our interactive visitor's guide, go to [VisitLubbock.org](http://VisitLubbock.org), call 806.747.5232, or visit their page on [TourTexas.com](http://TourTexas.com).

Learn More

## 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.

HERE'S TO FAMILY GREAT TOGETHERS

visitpla

**Exclusive Banner 300x250px**

TAKE THE ROAD LESS TRAVELED... in New Braunfels

Enter to win a family getaway!

New Braunfels

Learn More

Enter Contest

**Fredericksburg Craft Beer Festival**

FREDERICKSBURG, TX  
June 10 - 11

The Texas craft beer scene has been steadily growing in popularity, so without further ado, the Fredericksburg Rotary Club invites you to their first-ever Fredericksburg Craft Beer Festival June 10 - 11. Featuring a craft beer competition and awards dinner on Friday, and Saturday we'll have Texas craft breweries, a stein hoist competition, cooking sessions pairing Texas chefs with beer, Texas music, food, and more. The awards dinner Friday evening will be held at Altstadt Brewery while the festival on Saturday will be held on beautiful Market Square in historic, downtown Fredericksburg, Texas. Mark your calendars and join us.

Learn More

## 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 Contact Travel Guides

**Corpus Christi**

Take us there

**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 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**  
Destiny, TX

**TEXAS' FIRST RESORT for COASTAL LUXURY**

HOTEL GALVEZ & SPA at The Woodlands Resort

**Homepage Medium Rectangle**  
300 x 250px

**TOUR TEXAS**

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

**Destinations**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Region Name Distance

**Ablene**

Ablene, Texas offers very beautiful crystal lakes, friendly people, and a rich traditional heritage of the Old West with the advantages of a thriving contemporary town.

**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!

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

\* Half-page and leaderboard banners require the submission of 2 different sizes of creative in order to accommodate Google specifications for mobile display of ads.

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

**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, and/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 and the Gulf Coast sunset from the comfort of your home.

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

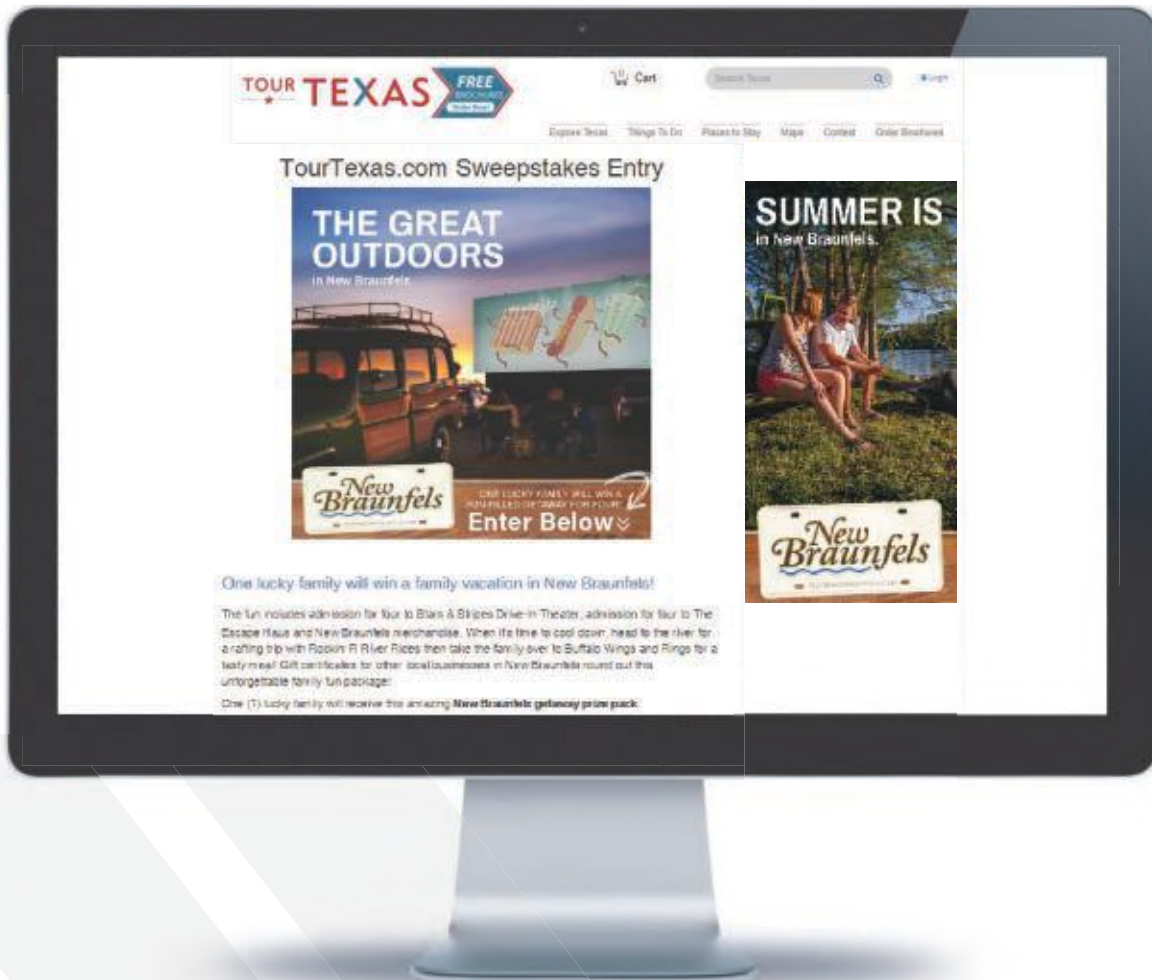
Web banners are sold in specific impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until the contracted number of impressions are delivered. Limit of 6 banners in each position may be purchased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

**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:*

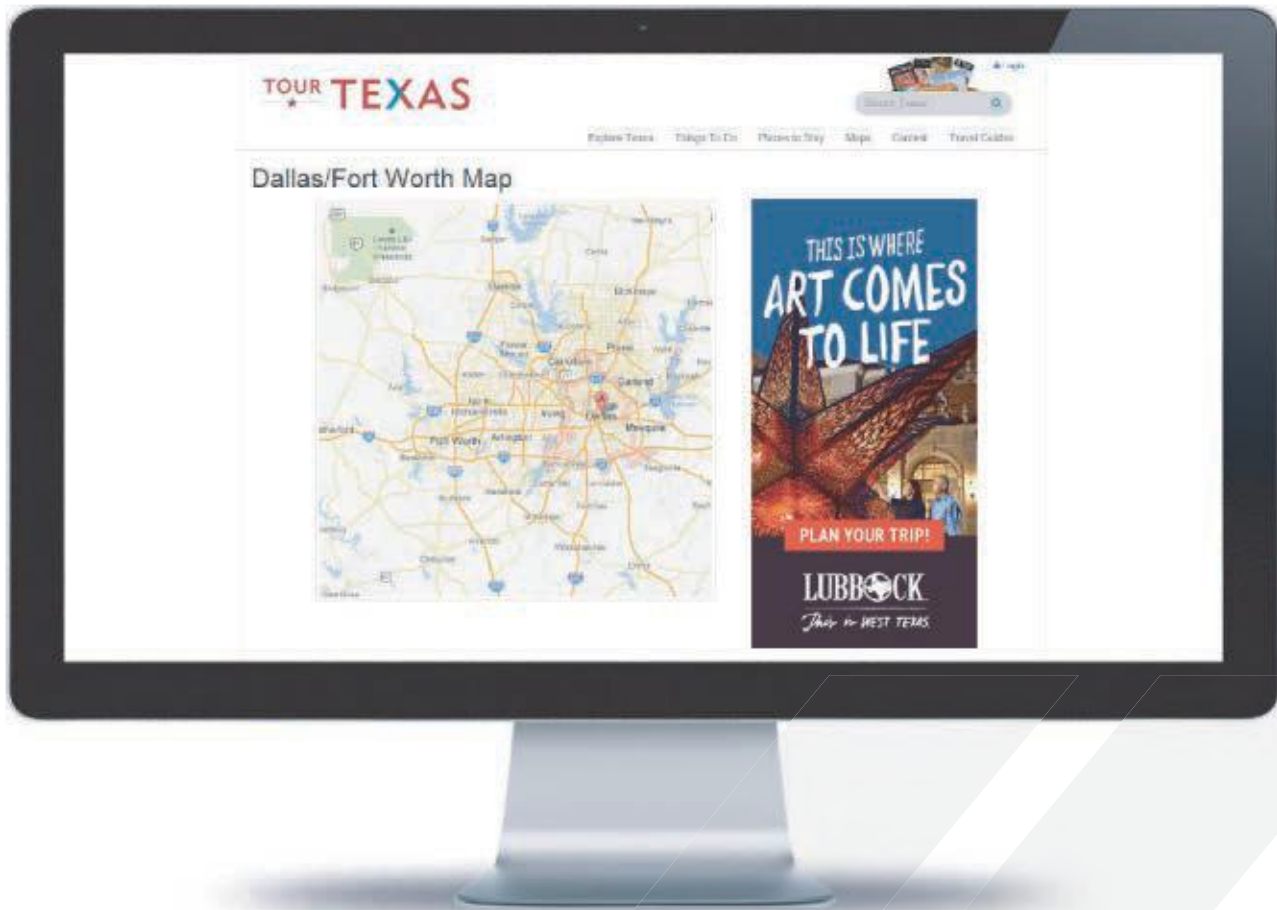
- ★ High - value exposure to those visitors
- ★ Entrant lead information including email addresses
- ★ Placement in each eNewsletter (200,000 sends per month)
- ★ **\$2,750 each monthly**





# 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



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.

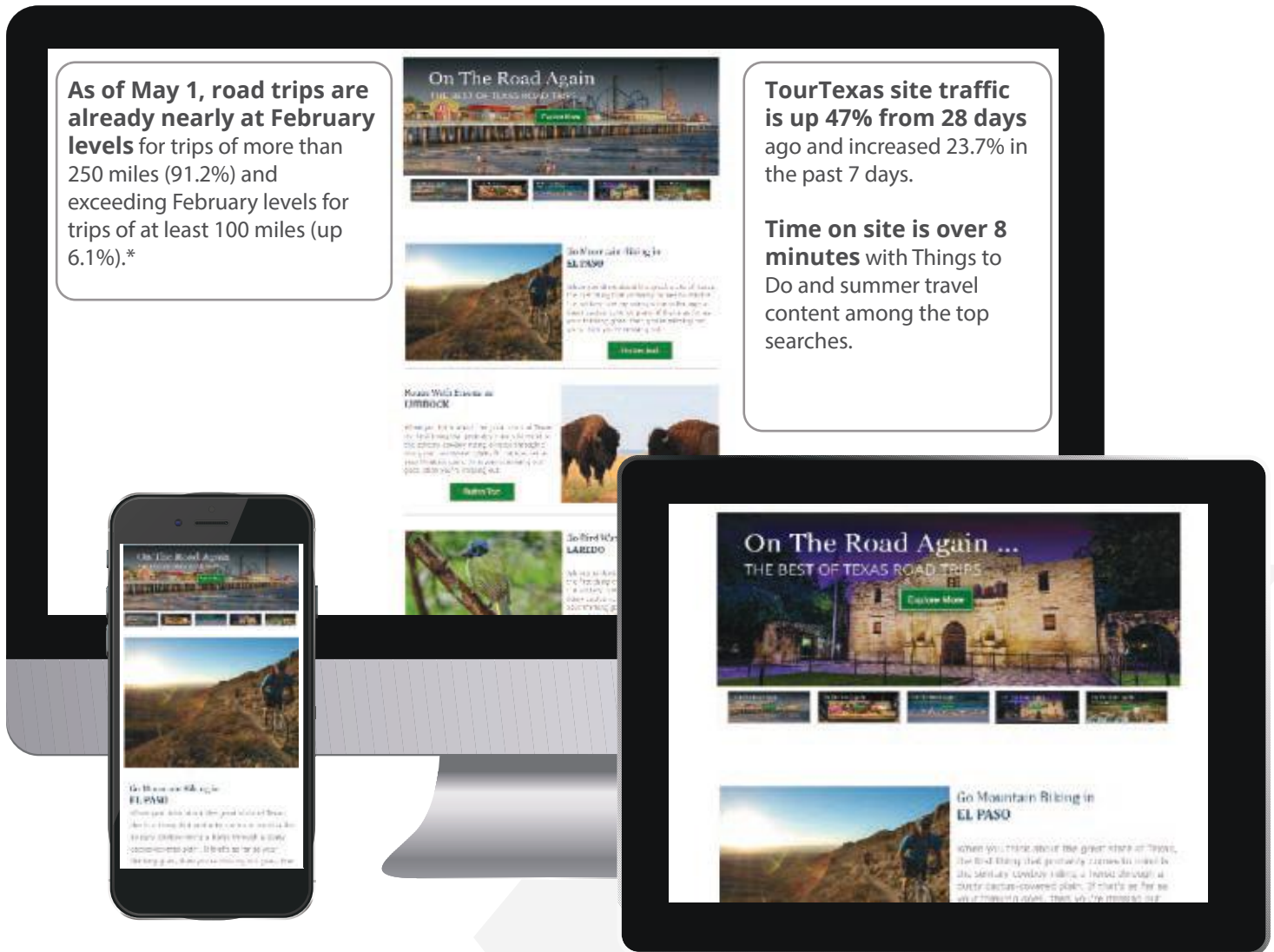
- ★ Requires the event to also appear in the H&H newsletter.
- ★ Social promotion can run before or after the newsletter is distributed.





# 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!**

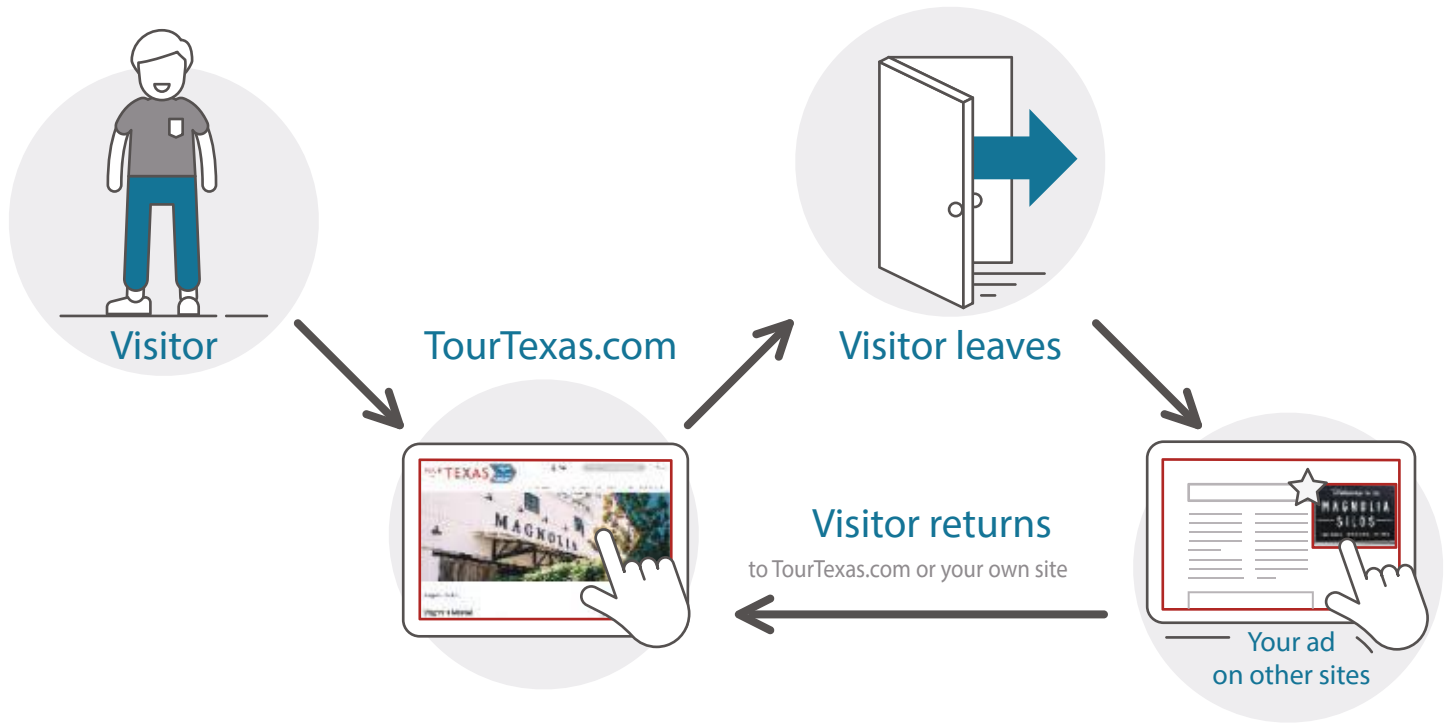
**GET UPDATES AND MORE**  
Sign up for Frisco's newsletter to receive updates on events, attractions, restaurants and more.

- ★ 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

Contact Us Today!

[AJRMediaGroup.com](http://AJRMediaGroup.com)

713.942.7676

[TourTexas@AJRMediaGroup.com](mailto:TourTexas@AJRMediaGroup.com)

25132 Oakhurst Drive, Suite 201

Spring, Texas 77386