TOUR TEXAS

Interim Destination Content Plan Checklist

Items marked with an asterisk* are required in order to make your pages live.

☑ **Complete display contact information*:** (URL, phone number, address, email)

☑ **Your logo*:**
➢ Specs: square only, at least 300 x 300.

☑ **One "hero" image*:** (you may submit 2 or 3 for alternative options if you like)
➢ Specs: 1108x360 px. **Absolutely NO text, logos or collages**. Single image photo only.

☑ **Copy*:** Please provide four pages of copy for use while our team drafts your new copy.
➢ Your pages will be added to our queue for creation of custom content, following SEO-friendly standards, in the required TourTexas voice and will be upgraded in the order in which it was added to the queue. The new pages will be sent to you for approval when they are ready.
➢ Your two pages on TourTexas.com will consist of the following.
  ☐ First Page (Overview)   ☐ Third Page (Annual Events)
  ☐ Second Page (Things to Do)   ☐ Fourth Page (Attractions)

☑ **Images*:** For use within the copy and in a slide show that will appear on your page.
➢ Image specs: 20-25 photos (we might not use them all – we may choose from the best). Static, .gif, .jpg or .png , greater than 400x400 px. **These should not have any text or logos on them**.

☑ **PDF:** of your visitor guide
➢ Specs: PDF only 5MB max file size. No HTML, Flipbook or Link to Visitors Guide.

☑ **YouTube** video link (YouTube URL for the video)
➢ If you don't have a video on YouTube, but do have a video, you can upload the video file, as long as it meets the specifications.
➢ Specs: .mov, .mpg, .wmv 95MB max file size, 5 min max runtime.

☑ **Links to your:**

Social Media	Apps	Ticketing	eNewsletter
☐ Meta (Facebook)	☐ iOS	☐ Booking Page	☐ eNews Sign Up Page
☐ X (Twitter)	☐ Android	☐ Ticketing Page	
☐ Pinterest			
☐ Instagram			

Materials should be uploaded: preferably in a single upload. (The easiest way to do this is to put all your files into a single .zip file and upload that single .zip file)

- The max files size in the upload tool is 99 MB, so if your zip file exceeds that, you may need to split your files into a few zip files or a couple of uploads.
- Upload to: materials.ajrmediagroup.com.
- Choose TourTexas as the publisher
- In the notes section of the form write: Interim assets for our TourTexas content pages.

TOUR TEXAS

Consolidated List for Upload

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☐ **Complete Display Contact Information***

Website URL: _____
Public Contact Phone Number: _____
Physical Address: _____
Public Contact Email: _____

☐ **Links to Your Social Media & YouTube Video**

Meta (Facebook): _____
X (Twitter): _____
Pinterest: _____
Instagram: _____

Links to Your Ticketing, Booking, Newsletter, Apps

Booking Page: _____
Ticketing Page: _____
Enewsletter Sign Up: _____
iOS App:_____
Android App: _____

☐ **Upload Checklist (See Specs, Requirements and Details on age 1 of this document).**

❑ This page of this document (filled in)* ❑ Slide Show & Content Images*
❑ Interim Copy Word Doc*   ❑ Your Logo*
❑ Hero Image*   ❑ Visitor Guide

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