

Hot & Happening



Exclusive Banner
728 X 90 px



Featured Event
300 X 250px

Standard Event
250 X 250 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: Leaderboard (728 x 90 pixels)
Format + Size: static .gif or .jpg | 25kb or less
URL

FEATURED EVENT

Size: 300 x 250 pixels
Format + Size: static .gif or .jpg | 25kb or less
Copy: Up to 100 words + URL
Title: 24 char MAX incl spaces

STANDARD EVENT SPECS

Size: 1 Image (250 x 250 pixels)
Format: static .gif or .jpg | 25kb or less
Copy: Up to 65 words + URL
Title: 24 char MAX incl spaces

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 broadcast to <https://materials.ajrmediagroup.com/>

Advertising Rates

Exclusive Banner	\$ 900
Featured Event (Only 1 per issue)	\$ 770
Standard Event (Up to 9 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.