

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: 25kb or less

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

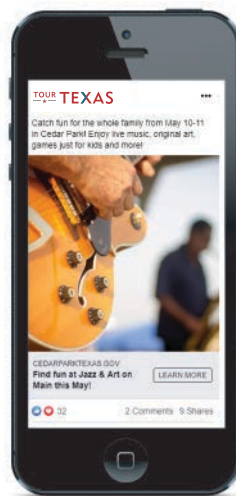
DISTRIBUTION:

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.